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ABSTRACT

This book contains 14 case studies, written by those involved in the teaching and training initiatives, that illustrate the use of open and distance learning strategies. The case studies, drawn from many parts of the world (but mostly British based), feature efforts in large and small companies in a variety of industries. The first part of the book contains the following six commercial case studies: "Lloyds Bank and Multimedia" (Howard Hills); "Integrated Learning in the TSB [Trustee Savings Bank]" (Peter Higgins); "Corporate Context and Cultural Change: Distance Learning in BT [British Telecom]" (Stephen Brown); "From Pioneers to Settlers: The Abbey National" (Julian Wakeley); "Implementing Distance Learning in Barclays Bank" (Judith Christian-Carter); and "Open Learning in Reuters" (David Cook). The second part of the book includes the following eight education case studies: "Integrated Courseware in Language Learning" (Mike Harland; Erica McAteer; Niall Sclater); "Conversion of a Mathematics Course to Tutor-Supported Computer-Assisted Flexible Learning" (Gordon Doughty; Maggie Pollock; Erica McAteer; Ian Turner); "Champion for Change: Learning Development at the University of Sunderland" (Suzanne Robertson); "Innovation in a Traditional Setting at Sheffield University" (Ruth Sharratt); "Computer-based Education at Queensland University of Technology" (Jenny Winn); "METTNET" (Ian Skelly, Jackie Hargis); "Technologies to Extend Out-reach" (Gerry McAleavy, Gerard Parr); and "Flexible Learning as University Policy" (Louise Moran). A final chapter, "Curriculum or Culture Change?," provides an overview of the themes and highlights of the cases. (KC)

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